



The Iowa Afterschool Alliance (IAA) Newsletter is a monthly venue of information and updates on afterschool programs and policies.

For more information, please contact Brooke Findley at bfindley@sppg.com or 515.243.2000.

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Update from the IAA Network Leads

Happy September! A new season is upon us and it is evident everywhere we look. Leaves are turning, the sun is setting a little bit earlier, and the sounds of children running to the school bus greet us in the morning. New seasons not only bring new sights and sounds, but also offer the chance to take a step back from the day-to-day and take stock of what makes the IAA so effective. While the IAA staff is very involved to the daily activities of the network, the most significant aspects of the IAA are what make it so unique – IAA partner organizations and individuals, work group members, and members of our Board of Advisors.

In 2001, a study commissioned by the CS Mott foundation regarding the afterschool landscape in Iowa noted “direct opposition to afterschool programs is weak, but so is support.” By building a network of afterschool programs, champions, and partners, we have worked in the last six years to change that statement by promoting an afterschool policy framework that includes meaningful leadership and policy development.

Without the tremendous support and hard work of these organizations and individuals that make up the network, the IAA could not do as much, or do it as well, as it does today. Although it is only September, we would like to give these individuals and organizations thanks for helping us work towards the goal of ensuring Iowa’s children and youth have access to quality afterschool programming in their communities.

We'll need help more than ever in the coming years with the ramp-up of our work at the local level in our Expanded Learning Day pilots introduced to our members in last month's newsletter. We hope that our partners and members feel like they get something out of the IAA, as well. We would like to hear what you need or want! So, as the leaves fall and September turns to October and November, we'll be going to our partners for feedback on ideas, or to suggest new ideas or strategies. And we expect our partners and network members to ask us for ideas or suggestions right back.



We hope this year will be one of achievement and progress. Together we can achieve our goals. Thank you all for your continuing support for Iowa's children and youth.

Sincerely,

Brooke Findley and Michelle Rich
IAA Network Leads

Iowa Afterschool Alliance Advisory Board

Jeff Anderson, Iowa Department of Human Services
Heidi Bloomquist, Iowa Alliance of Boys and Girls Clubs
Margaret Borgen, Iowa Association of School Boards
Steve Conlan, Iowa School Age Care Alliance
Karen Crosby, Iowa Commission on Volunteer Service
Amy Friedrich, Principal Financial Group
Dennis Haney, Iowa Department of Public Health
Terry Hernandez, Chrysalis Foundation (IAA Fiscal Agent)
Joe Herrity, Iowa Department of Education
Jean Keuhl, Sixth Judicial District Community Corrections Improvement Project
Joelle Kliehaur, YMCAs of Iowa
Kevin Koester, Iowa Community Education Association
Mike Munoz, Des Moines Independent School District
Bill Roach, Iowa Office of the Attorney General
Eric Sage, Iowa Collaboration for Youth Development/Criminal and Juvenile Justice Planning
Dan Smith, School Administrators of Iowa
Keli Tallman, ISU Extension/4-H
Felicia Van Dusseldorp, Vermeer Manufacturing

IAA Policy Work Group

Linda Bisgaard, Girls Scouts
Kate Byers, Iowa Alliance of Boys and Girls Clubs
Charles Clayton, Athletics for Success, Fort Dodge
Lynelle Hendrickson, Cedar Rapids YMCA
Terry Hernandez, Chrysalis Foundation, Des Moines
Kevin Koester, Iowa Community Education Association
Barb Winters, Allamakee Community School District

IAA Quality Work Group

Jeff Anderson, Iowa Department of Human Services
John Border, Davenport Community Schools
Dennis Haney, Iowa Department of Public Health
Terry Hernandez, Chrysalis Foundation, Des Moines
Joe Herrity, Iowa Department of Education
Cyndi Hintze, Eldora Tiger P.A.C.K
Joelle Kleihauer Fincher, YMCA of Greater Des Moines
Karin Leeseekamp, Five Seasons Learning Center, Cedar Rapids
Leslie Stonehocker, Iowa School Age Care Alliance
Keli Tallman, ISU Extension, 4-H Youth Development
David Welter, Holmes Junior High School, Cedar Falls

IAA Data Work Group (currently not meeting)

Jeff Anderson, Iowa Department of Human Services
Loras Osterhaus, Clinton Community School District
Monica Post, Camp in a Can
Des Moines Independent School District
Joe Herrity, Iowa Department of Education
Lynn Redenbaugh, Storm Lake Community School District
Mary Ann Spicer, Sisters on Target
Michelle Temeyer, Waterloo Community Schools
Barb Winters, Allamakee Community School District

Additional IAA Partners

[C.S. Mott Foundation](#)
[Iowa League of Cities](#)
[Every Child Matters](#)
[Girl Scouts of Greater Iowa](#)
Iowa@Work, Burlington
[Drake University](#)
[Iowa Public Television](#)
[State Public Policy Group](#)

Afterschool Technical Assistance Collaborative

[Afterschool Alliance](#)
[Finance Project](#)
[Harvard Family Research Project, Harvard University](#)
[National League of Cities](#)
[National Governors Association](#)
[National Council of Chief State School Officers](#)
[National Conference of State Legislatures](#)
[College of Charleston](#)



Every Child Matters' Step Up for Kids, October 5–9, 2009

Due to the success of last year's events for Step Up for Kids, Every Child Matters will host a week-long event marking this year's Step Up for Kids. For more information, please contact Tom LaPointe of Every Child Matters at tlapointe@everychildmatters.org. For more information on Every Child Matters Iowa, please visit their website at www.everychildmatters.org.



Let's Keep the "Lights On" for our Afterschool Programs – Lights On Afterschool to be Celebrated October 22 this Year

Lights On Afterschool, a national celebration of our communities' afterschool programs, will be celebrated on October 22 this year. Nationally, over 7,500 programs and 1 million individuals rally for afterschool programs during Lights On celebrations across the country. The Afterschool Alliance has a number of tools and resources you can use to plan your own event, or support an event hosted by a partner or collaborating organization.

Event ideas, tips, and a toolkit for planning are available on the [Afterschool Alliance website](http://AfterschoolAlliance.org). Make your event unique to your community – it may be a gathering of local community leaders and families that involves games, skits, or demonstrations from children and youth in your programs. You may choose to highlight the ways afterschool programs have impacted your community through improved grades, attendance, or fewer behavioral referrals during school.

One million Americans will participate in more than 7,500 *Lights On Afterschool* celebrations across the nation. [Register today](#) to make sure you get your free *Lights On Afterschool* promotional posters, event planning emails and updates and to be included on an online list of events and raffle drawings. New [Lights On items](#) are now available to order for your events - get a jump on the shipping rush and order today.

For more information on *Lights On Afterschool*, please visit the [Afterschool Alliance website](http://AfterschoolAlliance.org).

Planning an event in Iowa? Please let IAA staff know by emailing Michelle Rich at mrich@sppg.com. We can provide you with additional resources and technical assistance for planning and hosting your own event.

Afterschool Technical Assistance: Utilizing Media Opportunities for Lights on Afterschool Events

Media opportunities and exposure are essential to educating the public and policymakers about the importance of afterschool programs to a community's vitality. By getting your message out about Lights on Afterschool events in your area, the benefits of afterschool programming are highlighted and reinforced to parents, community leaders, and the general public. Below are some tips on preparing for media to attend your Lights on Afterschool event.

- » **Write a media advisory** – Include the details of your event, like where it will be, the activities or speakers, time and duration, and contact information. Send the media advisory to local media outlets a week prior to your event.
- » **Make follow-up calls** – Call media contacts as a follow-up to the media advisory and offer to answer any questions they may have.
- » **Design a media kit** – Include your program’s brochure or information, press release, and information from the Iowa Afterschool Alliance on afterschool programming in Iowa. Have several kits prepared to give to any media that come to the event.
- » **Prepare a media contact** – For the contact information on the media advisory, list a person who can speak about your organization and the benefits of afterschool programming. Develop talking points about the messages you hope to convey to media. Direct media in attendance to the point of contact to ensure that messages are delivered effectively.
- » **Consider photography opportunities** – Take into consideration that media may bring cameras with them. For visuals in the room, you might incorporate pieces of art that youth in your program have done. Also consider that parents may need to complete permission slips for their children to be photographed, depending on your organization’s policies.
- » **Contact the Iowa Afterschool Alliance** if you get writer’s block. The IAA has numerous examples of press releases and talking points that you can adapt to your community.

For more information on communication strategies for afterschool programs, please visit the [Afterschool Alliance website](#).

For more information from the Iowa Afterschool Alliance, please contact Michelle Rich at mrich@sppg.com or 515-243-2000.

Iowa Afterschool Alliance Hosting Three Online Mayoral Forums in October

Through a grant from the National League of Cities and in partnership with the Iowa League of Cities, the Iowa Afterschool Alliance will host three online forums targeted at Iowa’s over 970 mayors. The forums, occurring over three consecutive weeks in October, will focus on educating Iowa’s mayors on the value of afterschool to today’s students and how they can develop effective systems for ensuring that their communities’ youth have access to such opportunities after school. The IAA is thankful for the guidance of the co-chairs for the event, Mayors Tom Hanafan of Council Bluffs and Tim Hurley of Waterloo.

While the online forums are targeted to mayors, the IAA has encouraged mayors to bring a team to participate in the discussion, as well. Teams may include afterschool providers, school administrators and teachers, Parks and Recreation officials, library representatives, staff from ISU Extension Offices, and community organizations. As most afterschool stakeholders know, afterschool in Iowa takes many different forms and is provided in a variety of settings. It should be no surprise that mayors could potentially bring anyone to the table to discuss how to provide afterschool at the local level.

The IAA is looking forward to improving communication to mayors, and hopefully developing champions of afterschool that can serve as local leaders on the issue in our communities. For more information on the 2009 Mayoral Forums on Children, Youth, and Families, please contact Michelle Rich at mrich@sppg.com or 515-243-2000.

Update on IAA Expanded Learning Day Pilots

The Iowa Afterschool Alliance recently received confirmation from the C.S. Mott Foundation, the IAA's primary funder, that its application for our Achievement Project, through 2012 was accepted.. The proposal outlined plans to develop, implement, and evaluate an expanded learning day pilot project that would be undertaken in to regions across the state. These pilots will seek to connect older youth with opportunities after school, with an emphasis on partnerships with community colleges. To keep all our members knowledgeable about the process for undertaking this significant work, the IAA is providing this monthly update.

Last month, the IAA requested letters of interest from potential pilot regions across the state. The IAA was amazed at the response, and is very excited to convene the state-level planning group that will look at the responses more closely. This planning group will be comprised of representatives from vital stakeholder groups, including k-12 education, community colleges, afterschool programs, community organizations, and schools. Together this group will develop pilot guidelines and outcomes, resolve policy barriers to successful implementation of the pilots, and work together to ensure that others outside the group are informed of the pilots' progress.

The next step in the timeline for convening this planning group is the responsibility of IAA staff. IAA staff will facilitate the planning group and plan logistics for a central meeting location. For more information about the IAA's Expanded Learning Day Pilots, please contact Brooke Findley at bfindley@sppg.com or 515-243-2000.

U.S. Senator Tom Harkin of Iowa New Chairman of the Senate Health, Education, Labor, and Pensions (HELP) Committee

Moving into the new position upon the passing of colleague Senator Ted Kennedy (D-Mass), Senator Tom Harkin will now have increased influence over both education funding and policy as chair of the Senate Health, Education, Labor, and Pensions Committee (more commonly referred to as the HELP Committee). In addition to his new chairmanship of the HELP Committee, Senator Harkin also serves as chair of the Senate education appropriations subcommittee.

These highly influential positions give Senator Harkin increased influence as Congress looks ahead to the reauthorization of significant legislation in education and disabilities: the Elementary and Secondary Education Act and the Individuals with Disabilities Act. According to Jack Jennings, the president of the Center on Education Policy, in *Education Week* (9-9-09), the five-term Democrat's dual chairmanship means that there will likely be less of a disconnection between education policy and financing. "Most people don't realize that once Congress passes a law, ...you have to go through a whole process again" to get the programs funded, said Mr. Jennings to *Education Week*.

The Iowa Afterschool Alliance monitors federal, state, and local policy in a larger effort to ensure all Iowa youth have access to quality afterschool programming in their communities. Federal education policy affects all areas of the lives of our children and youth, as well as the



provision of youth-focused programming. The IAA works closely with its national partner the Afterschool Alliance to advocate in support of afterschool programming on the federal level. For more information on Senator Harkin's new role as Chairman of the HELP Committee, please visit [Education Week online](#).



For information on IAA policy development, please contact Amelia Colwell of the IAA at acolwell@sppg.com or 515-243-2000.

Show Your Commitment to Afterschool: Sign up as a Partner of Afterschool for All

Afterschool for All is a national sign-on campaign that brings together individuals and organizations that believe that all children should have access to quality, affordable afterschool programs. It was created in 2003 to deliver a united and powerful message about the importance of afterschool programs in the lives of children, families and communities.

Afterschool for All Partners agree that afterschool programs:

- » Provide safe, challenging, engaging and fun learning experiences to help children and youth develop their social, emotional, physical, cultural and academic skills.
- » Work in collaboration with schools and community resources to offer children and youth an array of accessible and diverse services and opportunities.
- » Promote positive relationships among children, youth, families and adults.
- » Engage children, youth, families, schools and community partners in ongoing design, implementation and evaluation of activities.
- » Invest in diverse, skilled and committed staff.

The Iowa Afterschool Alliance is a proud partner in *Afterschool for All*. Consider signing up as a partner today. For more information and to sign on, please visit the [Afterschool for All website](#).

Upcoming Events, Professional Development, and Funding Opportunities

Standing Tall for 2010 Iowa Community Education Association Annual Fall Conference October 22, 2009, Ankeny, Iowa

The Iowa Community Education Association is proud to host their annual fall conference for community educators. ICEA is excited to have B.J. Jackson of the Iowa National Guard as Keynote speaker for this event. Topics for break-out workshops include afterschool quality improvement and sustainability, service learning, character development, and use of community facilities.

For full speaker and break-out information, please follow this [link](#).

To register for this event, please follow this [link](#) for a mail-in form.

Midwest Afterschool Science Academy, December 2-4, 2009 in Kansas City, MO

The Kansas Enrichment Network (KEN) and Missouri AfterSchool Network (MASN) are collaborating to put on the Midwest Afterschool Science Academy on December 2-4, 2009 in Kansas City, MO. In addition to quality, hands-on science curriculum for frontline staff and professional development models for administrators to take back to their communities, the event will explore advancing school-community partnerships, afterschool science as a means to level the educational equity issues, engaging science businesses in afterschool, and using authentic assessments of afterschool learning to influence policy.

Main topics of exploration will include:

- » Positive Youth Development/Quality Afterschool Programming
- » Quality Science Education for All
- » The processes of inquiry and experiential learning
- » Implementing high-quality Science, Technology, Engineering and Math (STEM) experiences in youth programs
- » Engaging underrepresented populations in the sciences
- » Afterschool Science Professional Development
- » School/Community Partnerships through Science

To register and for additional information, please visit the [Midwest Afterschool Science Academy website](#).

Character Counts! Community Networking & Idea Exchange October 14

Character Counts in Iowa is proud to host a Networking & Idea Exchange Workshop October 14 at the West Des Moines Learning and Resource Center for Iowans who are improving their communities through character development. The morning training will provide participants an opportunity to learn more about the Six Pillars of Character. Following lunch (provided), participants will have a chance to share ideas and information on current initiatives going on in their communities.

Seats are limited for this event! Please register at www.charactercounts.org (click on resources/training & workshops).

2010 Comserve Grants now Accepting Applications

Applications are now being taken for ComServ Iowa grants on service-learning. These grants are designed to advance the concepts associated with service-learning by providing federal funds to local school districts from the Corporation for National and Community Service (CNCS) Learn and Serve America School-Based program that are interested in establishing, expanding, implementing, or operating a service-learning program in a school district or as part of a curriculum initiative.

Deadline for applications is November 4, 2009 by 4:30 pm. A full application can be found on the [Department of Education web site](#). For more information, please contact Joe Herrity at the Iowa Department of Education.



Beyond School Hours Winter Institute: Expanding Foundations for Learning

February 17-20, 2010, Hyatt Regency Jacksonville Riverfront, Jacksonville, Florida

The US Department of Education, 21st Century Community Learning Centers, and Foundations, Inc., have teamed up to host this opportunity for afterschool professionals to increase their skills and improve afterschool curriculum in sunny Jacksonville, Florida. This year's theme, Expanding Foundations for Learning, features presenters who have put current research into action, and who have been successful in narrowing the achievement gap. Sessions will cover topics including afterschool science, hands-on robotics, recruitment and retention of middle school students, and community school partnerships.

For more information on this afterschool professional development opportunity, please visit the [Foundations, Inc. website](#).



Check Out IAA's Facebook Page!

IAA has recently created a Facebook page. Through our page, you can find the latest information and updates regarding IAA and its activities, as well as links to relevant resources and funding opportunities. To search for the IAA page, just type the Iowa Afterschool Alliance on the search box at www.facebook.com. However, please continue to visit the IAA website for the listing of all resources at www.iowaafterschoolalliance.org.

Reminder

As we continue our work in promoting afterschool programs, below are words from a famous American to remind us why we do the work we do.

"A child is a person who is going to carry on whatever you have started. He is going to sit where you are sitting and when you are gone, attend to those things which you think are important. You may adopt all the policies you please, but how they will be carried out depends on him. He will assume control of your cities, states, and nations. He is going to move in and take over your churches, schools, universities, and corporations. Your books are going to be judged, accepted, or condemned by him. The fate of humanity is in his hands. So it might be well to pay him some attention."

- Abraham Lincoln